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**CTTRANSIT ANNOUNCES CHANGES TO THE STAR SHUTTLE**

Starting August 20, the Star Shuttle, CTTRANSIT's free circulator bus in downtown Hartford, will operate enhanced service during major events.

Regular Star Shuttle service will continue to operate every weekday from 7:00 a.m. to 7:00 p.m., departing every 15 minutes from the Connecticut Convention Center. During major downtown events, enhancements may include later evening service on weekdays, as well as service on Saturdays and Sundays. The specific services planned for each major event will be posted on the CTTRANSIT website, [www.cttransit.com](http://www.cttransit.com), as well as [www.hartford.com](http://www.hartford.com) and [www.crdact.net](http://www.crdact.net). The Star Shuttle will not operate on weekends when there is no downtown event scheduled.

A marketing campaign to increase awareness of the free downtown circulator bus to the general public, convention visitors, and downtown workers and residents is also planned. As part of that effort, the service will be re-named, new signage will be installed at each stop, and new maps and brochures will be widely distributed. In addition, CTTRANSIT will undertake efforts to make its regular local bus service more usable by visitors traveling outside the immediate downtown area to such attractions as the Mark Twain House and Museum and Harriet Beecher Stowe Center. The goal is to have all of these enhancements in place for the iNVISIONFEST event starting September 29.

The Star Shuttle service began in 2005 to coincide with the opening of the Connecticut Convention Center. The route connects all of the downtown hotels, Union Station, Bushnell Park, the XL Center, the Wadsworth Atheneum, and the convention center. During some very large events, the free circulator has carried more than 3,500 passengers in one day.

Planning for the enhanced service has been a collaboration among CTTRANSIT, CT DOT, the City of Hartford, the Capitol Region Development Authority, the Hartford Business Improvement District, the Hartford Metro Alliance, and the Greater Hartford Convention and Visitors Bureau.

Said CTTRANSIT's General Manager, David Lee, "It was very important to have the support of the City and other downtown organizations for these changes. We are re-deploying some of our resources to provide enhanced service on those days when demand is highest. We expect our joint efforts to promote the free downtown shuttle will result in higher ridership."